



The SME² Team



Richard Binhammer,
Binhammer Social Business
& Communications

Richard was one of the first corporate leaders to go into social media and respond to bloggers on behalf of Dell. Between 2006 to 2012, he was a beta tester for Dell of social software and various social networks and continued to play a role in evolving Dell's social media efforts. As Director of

Social Media and Community, his responsibilities included strategic direction of the company's social media and business efforts, training and scaling programs, and executive training. Richard has more than 20 years of experience in corporate positioning and messaging, media relations, executive thought leadership, issues and campaign management and more.



Mark Dollins,
North Star Communications
Consulting:

Mark's communications consultancy core capabilities are in marketing and communications talent development. He's worked with global Fortune 500 companies, and local and regional enterprises to develop stronger marketing and communications teams. Prior to founding North

Star Communications Consulting, Mark spent 17 years at PepsiCo, serving as SVP and Chief Communications Officer for Pepsi Beverages. He also led the corporation's global internal communications function for PepsiCo's 300,000 associates in more than 200 countries and has developed social media literacy training for global organizations.



Shel Holtz,
Holtz Communication + Technology

Shel Holtz brings more than 35 years of organizational communications experience to his engagements on digital and social media strategy with some of the world's largest companies. The author of six communications-focused books, Shel is a pioneer podcaster, having launched the PR-focused "For Immediate

Release" in 2005. He is a Founding Fellow of the Society for New Communication Research, an advisory board member for The Mayo Clinic Center for Social Media, and a Fellow of the International Association of Business Communicators.

The SME² Strategic Framework



SME²

Social Media Excellence x Subject Matter Expertise

A first-of-its-kind consultancy helping social media teams optimize skills, tools, processes and relationships to drive better business results.



Contact us:

info@SME-squared.com

www.sme-squared.com

As expectations of social media teams increase exponentially, the need to grow broader, deeper and integrated social media skill sets is more than a good idea: it's demanded.



SME² is a consultancy focused on defining social media competencies, assessing talent, enhancing capabilities, leveraging current staff levels and recommending improvements that can improve work flow. We can identify gaps between your expectations for your social and digital programs and your ability to deliver them, and ensure you're getting the most out of your in-house/agency partnership.

A Comprehensive Approach

SME² uses a series of auditing and competency assessment tools. The process begins with defining social media competencies and the characteristics of novices, experts and leaders for each competency, then assessing your current staff against those competencies.

Next, SME² interviews social media team leaders (or marketing/communication leaders with social media responsibility) to understand the breadth and depth of the social media strategy for a business, or to understand an agency's ideal mix of skills required to meet market demands. The auditing and assessment also includes an SME² review of workflow, processes across business functions, how current tools and services are used across a business and specifically within a social media team or center of excellence.

SME² provides the company or agency with a customized skill- and talent-level matrix related to key social media functions and areas of program responsibility. We then customize the skill- and talent-matrix, creating a unique inventory of skill and talent requirements specific to a business's or agency's strategies, processes and tools that support its social media program efforts.

The SME² skill and talent level matrix begins with 33 skill sets encompassing four important categories for any effective social media process or program. These foundational skills – combined with specific and customized business needs – provide the basis for a talent assessment across organizational groups and functions. The four general categories include:

- content production;
- project management skills specific to social media;
- social-specific skills;
- social media center of excellence leadership skills.

Actionable Insights for Better Results

SME²'s assessment tools deliver data and analytics on current strengths and opportunities for improved social media performance. The data and analytics serve as a catalyst for discussion about priority programs and their delivery. They also guide the business in making decisions on staffing, training and/or outsourcing options required to deliver an effective and strategic program or process.

The review of strategies, workflows and staff capabilities enables SME² to recommend changes to workflow or partnerships to further enhance and leverage current headcounts and talent.

